



The New Southern Home, a showcase home featuring the latest in design and furnishings, sets the pace for southern lifestyle in 2020. This home is being built to display the newest and most innovative products in the marketplace during the 42nd Annual Southeast Building Conference (SEBC), July 30-31 at the Gaylord Palms Resort and Convention Center. The home will be open to the public beginning July 30.

## THE FACTS

**WHAT:**

The 2020 New Southern Home

**WHERE:** Orlando, FL

**WHEN:** July 30-31, 2020 during the Southeast Building Conference

**PUBLIC VIEWING:** Begins July 30, 2020

**BUILDER:** Alair Homes

## PARTICIPANTS

Various national companies are joining forces to display cutting-edge technology and the latest must-have products for the more than 5,000 SEBC registrants in addition to interested members of the public touring the home.

For more information about being a part of the New Southern Home, please contact Zack Turco at 407.820.7654 or by email at [zack.turco@alairhomes.com](mailto:zack.turco@alairhomes.com) or Ashley VanDerMark at 407.758.4936.

## THE HOME

This 5,737 square foot home, "Midsummer Manor," offers southern charm with a touch of Scandinavian style.

What was initially a significant remodel and addition became new construction of a site-responsive, atypical Florida home with ample room for living and entertaining. The home features four bedrooms, three full bathrooms, and one powder room. Although the openness of the living space creates a warm atmosphere to flow from space to space, individual spaces allow for privacy and relaxation, complete with a luxurious master bath featuring a large tub and steam shower.

Perfect for gatherings of all kinds, the home features an oversized kitchen equipped with top-of-the-line appliances and automated systems allow for easy control throughout. While you will enjoy

the intricate trim work like large beams, coffered ceilings, and board and batten inside, you'll be whisked away to the pool deck through twenty-four-foot sliding glass doors. Stepping through delivers you into the expansive full outdoor kitchen, an amazing place for a family to gather and entertain.

Perhaps one of the more unique features of the home is spurred by the homeowner's automotive career and hobbies. Built to give ample room for collecting and working on cars, the home features two full-sized climate controlled garages, complete with an automotive lift.

Whether looking for a private space to work on a project or planning to host a gathering of friends and family, this year's New Southern Home is truly representative of the warm, welcoming Southern lifestyle.

## A FOUNDATION FOR SUCCESS

The New Southern Home program can trace its roots back to 1988 and a long standing tradition with the Florida Home Builders Association. Revived in 2019, this showcase promises to attract a varied audience interested in seeing a spectacular Southern home that features the latest in design trends and building innovation.

This reborn tradition celebrates not only innovative and creative design and building, but invites industry suppliers and community members to come together in support of elevating the building industry and celebrating the Southern lifestyle.

This year's home is built by Alair Homes Orlando.

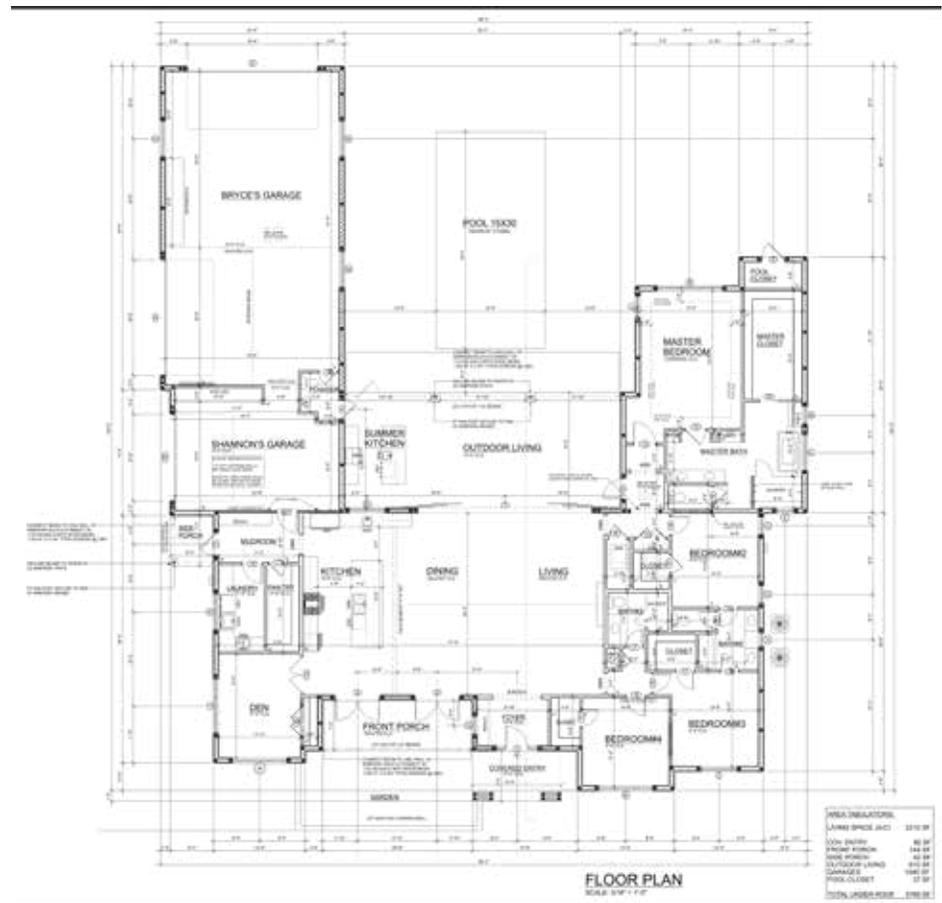
## THE BUILDER

Alair Homes is an award-winning custom home build and renovation company helping individuals and families enjoy happier, healthier, more productive and comfortable lifestyles. Alair Homes is an entirely new brand of contracting company. Our philosophy is very simple; we want to get on the same side of the table as our clients and become completely unified in our goal of achieving an incredible product, that's on time and on budget. We know that there is only one way to do that – with transparency, a lot of thorough planning up front, and truly superior management systems for executing seamless projects. Every detail of our business as it relates to each project is an open book to our clients. Budgets, trade quotes, trade contracts, material costs, absolutely everything. What we see is what you see. Every Alair Homes project begins in our exclusive proprietary project management program. With this easy-to-use software, clients have

access to real time accounting updates, schedules, selections, sub trade communications, project specs, sub trade quotes and project galleries. This is the same system that we use to develop the project, from design to completion. We then go out into the marketplace as a unified team to find the absolute best suppliers, sub-contractors and supplies for your project. We pass all of our buying power, our trade relationships, and our unparalleled best practices directly to our clients.

## THE OPPORTUNITIES

The 2020 New Southern Home partnership offers numerous promotional opportunities including but not limited to national exposure at the Southeast Building Conference (SEBC) July 20-31, 2020; recognition in the Florida Home Builder Magazine, and more. A complete list of promotional partnership opportunities will be provided to each company participating in the project. Vendors will receive recognition based on their contribution and SEBC participation.



**FIND OUT MORE  
ABOUT SEBC  
AND THE NEW  
SOUTHERN HOME**

For more information on the 2020 New Southern Home or about the 2020 Southeast Building Conference, contact Kailin Koch, SEBC Expo Hall Director, at 850-402-1849 or contact Zack Turco with Alair Homes at 407.820.7654 or by email at [zack.turco@alairhomes.com](mailto:zack.turco@alairhomes.com).